

DISNEYLAND

How did Walt Disney come up with the idea for Disneyland?

Since the early days of his career in Kansas City, Walt had been fascinated with amusement parks. He once remarked to his friend and fellow animator Rudy Ising (who later went on to found the Warner Bros. Studio): “I’m going to have [an amusement park] someday, but mine’s going to be clean!” Over time, Walt came across different sources of inspiration, which he combined with his interest in trains and miniatures. He also knew he wanted to give visitors a behind-the-scenes look into how the magic was made at Disney:

“When I built the studio over there [in Burbank, California] I thought, Well, gee, we ought to have really a three-dimensional thing that people could actually come and visit. They can’t visit our studio because the rooms are small. It’s too disrupting.”

Of course, an exact model of the Burbank Studio wasn’t built, but experiences with his family further inspired his ideas for Disneyland:

“When my daughters were very young ... I’d take ‘em to the merry-go-round. And as I’d sit there, while they rode the merry-go-round, while I sat on a bench eating peanuts, I felt that there should be some kind of amusement enterprise built where the parents and the children could have fun together.”

How was Disneyland created?

In 1952, Walt formed a new, private company separate from Disney Studios to plan and design the park: WED Enterprises, Inc. . The people who worked there were called Imagineers, and today WED Enterprises, Inc. is known as Walt Disney Imagineering. To determine the park’s location, planners reviewed information like population trends and future freeway growth. Eventually 160 acres were purchased in Anaheim, California—a hundred of those acres were for parking.

Construction on the park took about one year and cost \$17 million. To help pay for it, Walt borrowed from banks and even from his life insurance policy. He also received funding from the ABC television network in exchange for producing a weekly program. Walt decided that the show, like the park, would be called “Disneyland.”

What are some fun facts about Disneyland?

- Eleven thousand guests were expected at an invitation-only preview on July 17, 1955. But thousands more showed up by using counterfeit tickets or jumping fences.
- Disneyland welcomed its one-millionth guest only two months after opening.
- The attractions that existed when the park first opened and are still operating as of 2014 are: *Autopia*, *Canal Boats of the World*, *Disneyland Railroad*, *Jungle Cruise*, *King Arthur Carousel*, *Mad Tea Party*, *Main Street Cinema*, *Main Street Vehicles*, *Mark Twain Riverboat*, *Mr. Toad’s Wild Ride*, *Penny Arcade*, *Peter Pan’s Flight*, and *Snow White’s Adventures*.
- Ticket books were used at Disneyland from 1955 to 1982; the addition of the E ticket occurred in 1959. Different levels of tickets granted entry to different attractions. The E ticket was reserved for the park’s biggest attractions such as *Matterhorn Bobsleds* and *Pirates of the Caribbean*.

Land-by-Land Guide to Disneyland

The museum's elaborate Disneyland model (pictured below) does not show the park as it actually existed on opening day or at any time afterward. Instead, it represents Walt's ever-changing vision of Disneyland as a dynamic location for fantasy, hope, and dreams.

On the following pages are many of the attractions, eateries, and shops that Walt knew about or saw created during his lifetime.



Disneyland model photo courtesy the Walt Disney Family Museum

Main Street, U.S.A.

"Straight ahead lies the heart line of America: an old-fashioned Main Street—hometown USA, just after the turn of the century.... At this time, little Main Street was still the most important spot in the nation, combining the color of frontier days with the oncoming excitement of the new twentieth century."

—Walt Disney

Attractions

Babes in Toyland Exhibit | 1961–63

- Featured set and props from the 1961 musical

Bandstand | 1955–62

- Moved to Adventureland's Magnolia Park in 1956

Disneyland Railroad | 1955–present

- Originally known as *Santa Fe and Disneyland Railroad*

Fire Department | 1955–present

- Walt's private apartment was located upstairs

Attractions, continued

Great Moments with Mr. Lincoln |

1965–73, 1975–2005, 2009–present

- Audio-Animatronics® figure that delivers a collection of Lincoln's speeches

Main Street Cinema | 1955–present

- Originally showed six silent films

Main Street Shooting Gallery | 1955–62

- Located in the Penny Arcade

Main Street Vehicles | 1955–present

- Includes a horse-drawn streetcar, horseless carriage, fire engine, and omnibus

Attractions, continued

Upjohn Pharmacy | 1955–70

- Detailed recreation of a pharmacy

Eateries

Candy Palace | 1955–present

- Later known as Candy Palace and Candy Kitchen

Carnation Ice Cream Parlor | 1955–97

Carnation Plaza Gardens | 1958–98

- Quick service dining and entertainment area

Hills Bros. Coffee House and Coffee Garden | 1958–76

Maxwell House Coffee Shop | 1955–57

Market House | 1955–present

- Originally a general store

Plaza Pavilion Restaurant | 1955–98

- Victorian-style restaurant

Puffin Bake Shop | 1955–60

- Also known as Puffin Bakery

Red Wagon Inn | 1955–present

- Later known as Plaza Inn
- Had a private room for Walt and his guests

Refreshment Corner | 1955–present

- Later known as Coke Corner, Coca-Cola Refreshment Corner

Sunkist Citrus House | 1960–89

- Offered baked goods and frozen juice bars

Sunnyview Farms, Inc. Jellies & Jams | 1955–57

Services

Baby Station | 1957–present

- Also known as Baby Center, Baby Care Center

Bank of America | 1955–93

Services, continued

- Unlike usual branches, it was open on Sundays and holidays

City Hall | 1955–present

- Home of Guest Relations

Town Square Realty | 1955–60

- Actual office for a realtor who was selling land in Apple Valley, California

Shops

Camera Center | 1955–present

- Later known as Main Street Photo Supply Co.

Candle Shop | 1958–75

Carefree Corner | 1956–85, 1988–94

- Guests could sign their names in a book from their home state

China Closet | 1964–present

Cole of California Swimsuits | 1956–57

Crystal Arcade | 1955–present

- Housed stores like Candle Shop, Story Book Shop, and a glass blower

Ellen's Gift Shop | 1955–56

- Sold metal and wood gifts

Emporium | 1955–present

- The park's biggest retail space

Fine Tobacco | 1955–90

Flower Mart | 1957–95

Gallen-Kamp Stores Co. | 1955–57

- Shoe store

Gibson Greeting Cards | 1955–59

Grandma's Baby Shop | Jul–Sep 1955

- Sold infant clothes and accessories

Hallmark Card Shop | 1960–85

Shops, continued

Intimate Apparel | 1955–56

- Also known as the Corset Shop

Jemrock Shop | 1955–57

- Sold gemstones
- Also known as Jemrocks & Gem Shop

Jewelry Shop | ca. 1957–86

- Also known as Rings ‘n’ Things

Jimmy Starr’s Show Business Souvenirs | 1956–59

- Also known as Motion Picture Souvenirs

Mad Hatter | 1958–present

- Sold Disney-themed hats

Main Street Magic Shop | 1957–present

- Comedian Steve Martin worked here in the 1960s

Penny Arcade | 1955–present

- Featured Mutoscopes, Cail-O-Scopes, and video games

Shops, continued

Ruggles China and Glass Shop | 1955–64

- Sold imported ceramics and gifts

Silhouette Studio | 1956–present

Stamp and Coin Shop | 1957–60

Story Book Shop | 1955–95

- Also known as Western Printing Book Shop

Watches & Clocks | 1955–71

- Also known as Timex Shop

Wonderland Music | 1960–72

- Also known as Main Street Music

Wurlitzer Music Hall | 1955–68

- Sold pianos

Yale & Towne Lock Shop | 1955–64

- Exhibit about locks, featured a display of hundreds of keys

Adventureland

“Here is adventure. Here is romance. Here is mystery. Tropical rivers, silently flowing into the unknown. The unbelievable splendor of exotic flowers, the eerie sound of the jungle, with eyes that are always watching.” –Walt Disney

Attractions

Walt Disney’s Enchanted Tiki Room | 1963–present

- Show with 225 mechanical birds, tiki figures, and flowers

Jungle Cruise | 1955–present

- Bathing pool of elephants added in 1962
- More figures added in 1964

Magnolia Park | 1955–59

- Small, serene rest area

Safari Shooting Gallery | 1962–82

- Also known as Big Game Safari Shooting Gallery

Swiss Family Treehouse | 1962–99

- Walkthrough attraction inspired by the 1960 film *Swiss Family Robinson*

Eateries

Sunkist, I Presume | 1962–92

- Outdoor snack stand

Tahitian Terrace | 1962–93

- Restaurant with a Polynesian-themed show

Tropical Cantina | 1955–62

- Offered tropical drinks

Stores

Adventureland Bazaar | 1955–present

- Offer ceramic, jewelry, leather, wood, and other exotic wares

Tiki Tropical Traders | 1955–present

- Later known as Tropical Imports

Frontierland

"It is here that we experience the story of our country's past: the color, romance, and drama of frontier America as it developed from wilderness trails to roads, riverboats, railroads, and civilization—a tribute to the faith, courage, and ingenuity of our hardy pioneers who blazed the trails and made this progress possible." —Walt Disney

Attractions

Conestoga Wagons | 1955–59

Davy Crockett Frontier Museum | Jul–Oct 1955

- Featured wax statues of Fess Parker and Buddy Ebsen

El Zocalo | 1958–63

- Small circular plaza
- Emulated historic California and Mexico

Fowler's Harbor | 1958–present

- Dock where the Columbia is often moored
- Namesake is Joe Fowler, who supervised Disneyland's construction

Frontierland Shooting Gallery | 1957–present

- Later known as Frontierland Shootin' Exposition

The Golden Horseshoe | 1955–present

- "The Golden Horseshoe Revue" 1955 - 1986
- Offered Western-themed shows

Indian Village | 1955–71

- Native American dancers put on regular shows, encouraged audience participation

Indian War Canoes | 1956–present

- Later known as Davy Crockett Explorer Canoes

Marshal's Office | 1955–56

- Photo spot with a costumed marshal

Mark Twain Riverboat | 1955–present

- Carries three hundred passengers and weighs 150 tons

Mike Fink Keel Boats | 1955–94, 1996–97

Miniature Horse Corral | 1955–57

- Guests could view and pet ponies, donkeys, and miniature horses

Attractions, continued

Mule Pack | 1955–73

- Later known as *Rainbow Ridge Pack Mules* and *Pack Mules Through Nature's Wonderland*

Nature's Wonderland | 1960–77

- Train ride through area populated by lifelike bears, beavers, and other critters

Painted Desert | 1955–59

- Mine train attraction
- Also known as *Rainbow Desert*

Petrified Tree | 1957–present

- Stump of a sequoia tree found in Colorado's Pike's Peak area
- Originally Walt's 31st anniversary gift to Lilly, who later donated it to the park

Rafts to Tom Sawyer Island | 1956–present

Rainbow Caverns Mine Train |

1956–59, 1960–77

- Later known as *Mine Train Through Nature's Wonderland*

Sailing Ship Columbia | 1958–present

- The original Columbia was the first ship to circumnavigate the globe in 1787

Stage Coach | 1955–60

- Later known as *Rainbow Mountain Stage Coaches*

Tom Sawyer Island | 1956–present

Includes a suspension bridge, settler's cabin, barrel bridge, Injun Joe's Cave, and Fort Wilderness

Eateries

Aunt Jemima's Pancake House | 1955–70

- Later known as Aunt Jemima's Kitchen

Eateries, continued

Casa de Fritos | 1955–2001

- Offered Mexican cuisine

Chicken Plantation Restaurant | 1955–62

Don DeFore's Silver Banjo Barbeque | 1957–61

- Named after the actor best known for his appearances on "The Adventures of Ozzie and Harriet"

Oaks Tavern | 1956–78

- Offered chili, burgers, sandwiches, and snacks

Shops

American Rifle Exhibit and Frontier Gun Shop | 1956–ca. 1986

- Sold replicas of weapons on display

Shops, continued

Davy Crockett Arcade | 1955–87

Frontier Trading Post | 1955–87

- Sold frontier souvenirs, many related to the "Davy Crockett" miniseries

Indian Trading Post | 1962–88

- Sold clothing, turquoise jewelry, and pottery

Mexican Village | 1957–64

Mineral Hall | 1956–63

- Shop and display of minerals

Pendleton Woolen Mills Dry Goods Store | 1955–90

- Sold flannel shirts and blankets

Fantasyland

"Here is the world of imagination, hopes, and dreams. In this timeless land of enchantment, the age of chivalry, magic, and make-believe are reborn, and fairy tales come true. Fantasyland is dedicated to the young and the young in heart, to those who believe that when you wish upon a star, your dreams do come true." –Walt Disney

Attractions

Alice in Wonderland | 1958–present

Canal Boats of the World | Jul–Sep 1955

- Intended to have miniature structures from cities around the globe

Casey Jr. Circus Train | 1955–present

Dumbo the Flying Elephant | 1955–present

Fantasyland Autopia | 1959–99

- Created to relieve crowding at *Tomorrowland Autopia*

it's a small world | 1966–present

Junior Autopia | 1956–58

Keller's Jungle Killers | Feb–Sep 1956

- Featured sedated leopards, lions, and tigers

King Arthur Carousel | 1955–present

Attractions, continued

Mad Tea Party | 1955–present

Matterhorn Bobsleds | 1959–present

Mickey Mouse Club Circus | 1955–56

Mickey Mouse Club Theater | 1955–81

- Showed Disney cartoons, and later a 3D film

Midget Autopia | 1957–66

- Geared toward preschoolers

Motor Boat Cruise | 1957–93

Mr. Toad's Wild Ride | 1955–present

Peter Pan Flight | 1955–present

- Later known as *Peter Pan's Flight*

Skyway to Tomorrowland | 1956–94

- Aerial tramway from Fantasyland to Tomorrowland

Attractions, continued

Sleeping Beauty Castle | 1955–present

Sleeping Beauty Castle Walk-Through | 1957–2001, 2008–present

- Features dioramas depicting scenes from *Sleeping Beauty*
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Snow White's Adventures | 1955–present
Later known as *Snow White's Scary Adventures*

Snow White's Wishing Well & Grotto | 1961–present

Storybook Land Canal Boats | 1956–present

Topiary Garden | 1966–present

Eatery

Pirate Ship Restaurant | 1955–82

- Also known as Chicken of the Sea Pirate Ship & Restaurant and Captain Hook's Galley

Stores

Fantasy Faire Gifts |
ca. 1955–ca. 1981, ca. 1996–present

- Also known as Fantasy Shop, Fantasy Emporium, and Fantasy Gift Faire

Merlin's Magic Shop | 1955–83

Tomorrowland

"A vista into a world of wondrous ideas, signifying man's achievements—a step into the future, with predictions of constructive things to come. Tomorrow offers new frontiers in science, adventure, and ideals: the atomic age, the challenge of outer space, and the hope for a peaceful and unified world." —Walt Disney

Attractions

20,000 Leagues the Sea Exhibit | 1955–66

Adventure Thru Inner Space | 1967–85

- Guests experienced an atom's point of view

American Dairy Association Exhibit | 1956–58

- Featured the future of dairy production

Art of Animation | 1960–66

- Exhibit on how animated movies were made

Astro-Jets | 1956–97

- Later known as *Tomorrowland Jets*, *Rocket Jets*

Avenue of the Flags | 1956–66

- Display of flags from all states in the union

Attractions, continued

Bathroom of Tomorrow | 1956–60

- A 20-foot-wide modern bathroom

Bell Telephone Systems Phone Exhibits | 1960–ca. 1984

- Showcased long-distance calls and speakerphones

Carousel of Progress | 1967–73

Circarama | 1955–97

- Later known as Circle-Vision
- Showed films in 360 degrees

Clock of the World | 1955–66

- Told exact time anywhere on Earth

Court of Honor | 1955–56

- Moved to the new *Avenue of the Flags* in 1956

Attractions, continued**Corridor of Murals | 1967–98**

- Created by Mary Blair
- Placed on the Circarama and Adventure Thru Inner Space building exteriors

Fashion & Fabrics Through The Ages | Mar–Dec 1965

- Depicted fashion from prehistoric to futuristic times

Flight Circle | 1955–66

- Also known as *Thimble Drome Flight Circle*
- Motorized model boats, cars, and planes were operated

Flying Saucers | 1961–66

- Saucers operated on an open-air platform that used jets of air to thrust upwards

Grand Canyon Diorama | 1958–present

- Seen from the *Disneyland Railroad*

Hall of Aluminum Fame | 1955–60

- Featured current and future uses of aluminum

Hall of Chemistry | 1955–66

- Described modern benefits of chemical engineering

House of the Future | 1957–67

- Plastic home, built on a rotating platform

Monorail | 1959–present

- First daily operating system of its kind in the Western Hemisphere

Moonliner | 1955–66, 1998–present

- Rocket ship structure

New York World's Fair Exhibit | 1963–64

- Described Disney's participation in the fair

Our Future in Colors | 1956–63

- Later known as Color Gallery
- Showcased color swatches and wheels

PeopleMover | 1967–95**Phantom Boats | 1955–56**

- Guest-powered fiberglass speedboats

Attractions, continued**Primeval World Diorama | 1966–present**

- Seen from Disneyland Railroad

Rocket to the Moon | 1955–75

- Later known as *Flight to the Moon*

Skyway to Fantasyland | 1956–94**Space Mountain | 1977–present**

- Based on a 1964 concept called "Space Port," in which the track would have been outside

Space Station X-1 | 1955–60

- Also known as Satellite View of America

Submarine Voyage | 1959–98, 2007–present

- Later known as *Finding Nemo Submarine Voyage*

Tomorrowland Autopia | 1955–present

- Cars were not on guard rails until 1964

Tomorrowland Stage | 1967–86**Viewliner | 1957–58**

- Futuristic train that reached speeds of 30 miles per hour

World Beneath Us Exhibit | 1955–59

- Presented the story of oil

Eateries**Space Bar | 1955–66****Tomorrowland Terrace | 1967–2001, 2006–present****Stores****Art Corner | 1955–66**

- Offered animated cels from Disney films

Fun Fotos | 1960–66

- Photo spot using painted backgrounds with Disneyland themes

Hobbyland | 1955–66

- Offered model kits

New Orleans Square

“The original architecture and atmosphere of old New Orleans of the 1850s has been retained. The narrow, winding streets, intimate courtyards, and the iron-laced balconies are authentic in every detail.”

—Walt Disney

Attractions

Haunted Mansion | 1969–present

Pirates Arcade Museum | 1966–67

- Park guests could play pirate-themed arcade style Disney games

Pirates of the Caribbean | 1967–present

- Last attraction whose construction was overseen by Walt Disney

Eateries

Blue Bayou | 1967–present

- This restaurant was originally going to feature live entertainment, but Walt declared that “the food is going to be the show, along with the atmosphere.”

The French Market Restaurant | 1966–present

- Diners listen to live jazz music while enjoying Cajun-Creole cuisine

Note about New Orleans Square

Disneyland always had a big river and a Mississippi sternwheeler, a steamboat driven by a single paddle wheel at the stern. It seemed appropriate to Walt to create a new attraction at the bend in the river. And so New Orleans Square came into being in June 1966.

Walt was very much involved in the development of the two major attractions of New Orleans Square, *Pirates of the Caribbean* and *Haunted Mansion*. Both opened after Walt passed away on December 15, 1966.